

Form PTO-1595 (Rev. 09/04)
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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):
STEVE CONNOR (12/28/2009) AND MICHAEL
P. ZAMBELLI (12/28/2009)

Execution Date(s): in parentheses after inventor name
Additional name(s) of conveying party(ies) attached? Yes No

- 3. Nature of Conveyance:**
- Assignment Merger
 - Security Agreement Change of Name
 - Government Interest Assignment
 - Executive Order 9424, Confirmatory License
 - Other

2. Name and address of receiving party(ies)

Name: Bell'O International Corp.
 Internal Address: _____
 Street Address: 711 Ginesi Drive
 City: Morganville
 State: New Jersey
 Country: United States of America Zip: 07751-1250
 Additional name(s) & address(es) attached? Yes No

4. Application or patent number(s): This document is being filed together with a new application.

A. Patent Application No.(s)
29/353,360

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Gregory S. Gewirtz
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

Internal Address: Atty. Dkt.: BELLO 3.1-076

Street Address: 600 South Avenue West

City: Westfield
 State: NJ Zip: 07090
 Phone Number: (908) 518-6343
 Fax Number: (908) 654-0415
 Email Address: ggewirtz@idlkm.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

Authorized to be charged by credit card

Authorized to be charged to deposit account


Enclosed

None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
 Expiration Date _____

b. Deposit Account Number 12-1095
 Authorized User Name Gregory S. Gewirtz

9. Signature: 

 Signature

Date January 13, 2010

Gregory S. Gewirtz - 36,522
 Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

CH \$40.00 12-1095 29353360

(former PTO/SB/15 (8-00) Modified) 101/KAN

ASSIGNMENT OF DESIGN APPLICATION

Docket Number (Optional)

BELLO 3 1-076

Whereas, I, Steve Connor of

3B05 Building 10, Blue Sky White Water, New Century Villas, Dongcheng District, Dongguan City, Guangdong 523123, People's Republic of China

hereafter referred to as assignor, have with others invented certain new and useful improvements in

AUDIO VIDEO SHELVING UNIT

for which an application for a United States Design Patent was filed on 1/7/10
Application Number 29/353,360

for which an application for a United States Design Patent was executed by me on _____

for which an International Application was filed on _____ as _____

_____, designating the United States.

And

Whereas, Bell'O International Corp.

a corporation of Delaware herein referred to as "assignee" whose mailing address is

711 Ginesi Drive, Morganville, New Jersey 07751-1250

is desirous of acquiring the entire right, title and interest in the same;

NOW, THEREFORE, in consideration of the sum of one dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid Design patent application and all original, divisional, continuation, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid Design application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Design Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known.

28 December 2009

Date



Steve Connor



Witness

LISHUAI

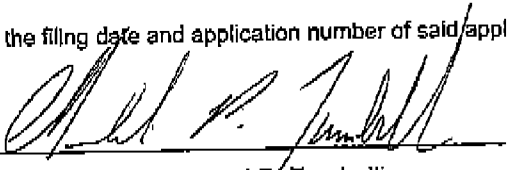
Typed Name of Witness

Total of 2 forms are submitted.

PATENT

REEL: 023716 FRAME: 001

former PTO/SEF15 (8-00) Modified LDK&M

ASSIGNMENT OF DESIGN APPLICATION	Docket Number (Optional) BELLO 3.1-076
<p>Whereas, I, <u>Michael P. Zambelli</u> Of <u>2 Kindred Court, Basking Ridge, New Jersey 07920</u> hereafter referred to as assignor, have with others invented certain new and useful improvements in <u>AUDIO VIDEO SHELVING UNIT</u> <input checked="" type="checkbox"/> for which an application for a United States Design Patent was filed on <u>1/7/10</u> Application Number <u>29/353,360</u> <input type="checkbox"/> for which an application for a United States Design Patent was executed by me on _____ <input type="checkbox"/> for which an International Application was filed on _____, as _____, designating the United States.</p> <p>And Whereas, <u>Bell'O International Corp.</u> a corporation of <u>Delaware</u> herein referred to as "assignee" whose mailing address is <u>711 Ginesi Drive, Morganville, New Jersey 07751-1250</u> is desirous of acquiring the entire right, title and interest in the same;</p> <p>NOW, THEREFORE, in consideration of the sum of <u>one</u> dollars (\$ <u>1.00</u>), the receipt whereof is acknowledged, and other good and valuable consideration, I as assignor hereby sell, assign and set over to said assignee my entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid Design patent application and all original, divisional, continuation, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, for said invention, including without limitation all applications and patents for said invention claiming priority or benefit of the aforesaid Design application pursuant to any law or treaty, and including the right to claim such priority or benefit and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned, for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, reissue and other applications for Design Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.</p> <p>And I do hereby authorize my attorneys to insert on this deed the filing date and application number of said application when known.</p> <div style="display: flex; justify-content: space-between; align-items: flex-end; margin-top: 20px;"> <div style="text-align: center;"> <p><u>10/28/09</u> Date</p> <p><u>Victoria Cella</u> Witness</p> <p><u>VICTORIA Cella</u> Typed Name of Witness</p> </div> <div style="text-align: center;"> <p> _____ Michael P. Zambelli</p> </div> </div>	
<input checked="" type="checkbox"/> *Total of <u>2</u> forms are submitted.	

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